

SUPREME COURT OF THE UNITED STATES

OCTOBER TERM, 1965

No. 118

FEDERAL TRADE COMMISSION, PETITIONER,

vs.

BROWN SHOE COMPANY, INC.

ON WRIT OF CERTIORARI TO THE UNITED STATES COURT OF
APPEALS FOR THE EIGHTH CIRCUIT

Volume II

INDEX

	Original	Print
Proceedings before the Federal Trade Commission	1E	595

COMMISSION'S EXHIBITS:

No. 2—Net Sales of Brown Shoe Company, Inc. and Subsidiaries for Fiscal Year Ended October 31, 1957	1E	595
No. 3—Letter from Brown Shoe Company, W. L. H. Griffin, Secretary to Federal Trade Commis- sion, dated June 9, 1958, giving "Net Shipments Brown Only" and "Net Shipments to Brown Franchise Stores", 1955-1957 inclusive	2E	595
No. 4—Description of Brown Shoe Company's Nationally Advertised Brands	3E	596
No. 5—Supplemental Description of Brown Shoe Company's Nationally Advertised Brands	4E	597
No. 6—Air Step in Stock Wall Chart	6E	599
No. 7—Air Step Early Fall Line, 1958—Price List (Excerpts)	8E	601

Proceedings before the Federal Trade Commission—Continued

COMMISSION'S EXHIBITS—Continued	Original	Print
No. 8—Buster Brown Catalog Fall 1958 (excerpt)	10E	603
No. 14—Pedwin Catalog, Fall 1958 (excerpt) . . .	12E	604
No. 22A-X—Brown Franchise Stores Program Pamphlet, "How to Make Money in the Retail Shoe Business"	22E	605
Nos. 23A-Z24—List of Brown Franchise Stores . .	46E	629
Nos. 24A-Z33—List of Brown Franchise Stores (continued)	62E	645
No. 26—Single page statement concerning insurance carried by Brown Franchise Stores	82E	665
No. 27-A-O—Interrogatory Answer Group VII, No. 1, concerning insurance and rubber footwear purchases of Brown Franchise Stores . .	83E	667
No. 28-A-M—Interrogatory Answer Group V, No. 5E, Brown Franchise Stores. Reasons for Separation from Franchise Program. October 31, 1949-October 31, 1955	86E	670
No. 29-A-L—Brown Franchise Stores. Separated from the Franchise Program. November 1, 1954-April 1, 1958	95E	679
No. 30-A-B—Field Representative's Report—Alexander's Shoe Store, Cambridge, Ohio . . .	107E	691
No. 31-A-B—Field Representative's Report—Noian's, Auburn, N.Y., March 14, 1958	109E	693
No. 32—Letter from Tom Curtis, Franchise Division to Max Holt, dated September 25, 1958 re Mathieu's Shoe Store, Greenfield, Massachusetts	111E	695
No. 33—Letter from Max Holt to Tom Curtis dated September 27, 1958	111E	696
No. 34-A-B—Field Representative's Report—Shaddock's, Canandaigua, N.Y., June 14, 1958	113E	697
No. 35-A-B—Field Representative's Report—Whites Shoe Store, Lancaster, N. Hampshire, July 19, 1958	115E	699
No. 36—Letter from Tom Curtis to George Croker, dated June 27, 1958 re Shugart's Shoes, Clearfield & Philipsburg, Pennsylvania	117E	701
No. 37-A-B—Field Representative's Report—Green's Department Store, Middletown, N.Y., May 14, 1958	118E	702
No. 38-A-B—Field Representative's Report—Ward's Bootery, Chanute, Kansas, April 26, 1958	120E	704
No. 39-A-B—Field Representative's Report—Junior Boot Shop, Springfield, Mo., April 22, 1958	122E	706

Proceedings before the Federal Trade Commission—Continued

COMMISSION'S EXHIBITS—Continued	Original	Print
No. 40—Letter from Dick Johnston, Franchise Stores Division to Mr. T. R. Forgan, dated February 18, 1958 re Lloyd's Shoes, Wichita, Kansas, Great Bend, Kansas.	124E	708
No. 41-A-B—Field Representative's Report—Lloyd's Shoes, Wichita, Kansas, February 28, 1963.	125E	709
No. 42—Letter from Dick Johnston, Franchise Stores Division to Mr. T. R. Forgan, dated March 11, 1958 re Bump Shoe Stores, Wichita and Great Bend, Kansas.	127E	711
No. 43-A-B—Field Representative's Report—Brungardt Shoes, Pratt, Kansas, November 9, 1957.	128E	712
No. 44-A-B—Field Representative's Report—Brungardt Shoes, Pratt, Kansas, June 5, 1957.	130E	714
No. 45—Letter from McEnaney to Lou Carroll, dated February 4, 1957 re New London Agreements.	132E	716
No. 46—Memo from T. R. Forgan to Dick Johnston dated May 21, 1957 re McCrum-Maupin, Ft. Scott, Kansas.	132E	716
No. 47—Letter from Dick Johnston, Franchise Stores Division to Mr. Glen R. Maupin, dated May 28, 1957.	133E	717
No. 48-A-B—Field Representative's Report—McCrum-Maupin, Ft. Scott, Kansas, October 5, 1957.	135E	719
No. 49—Letter from Tom Curtis, Franchise Division to T. R. Forgan, dated October 8, 1957 re McCrum-Maupin, Ft. Scott, Kansas.	137E	721
No. 50-A-B—Letter from Dick Johnston to McCrum-Maupin, Fort Scott, Kansas dated January 22, 1958.	137E	721
No. 51—Memo from Dick Johnston to various Brown personnel, January 22, 1958 re McCrum-Maupin Shoes.	139E	723
No. 83-A-B—Letter from Brown Shoe Company to Federal Trade Commission, dated April 22, 1958 transmitting and explaining CX 84-A-I.	164E	724
No. 84-A-I—List of Brown Shoe Company, Inc., Brands and Competitive Brands and Manufacturers.	166E	727
No. 85—List of U. S. Production of Footwear (except rubber) Made on Conventional Machinery (1950-1959) Source: Bureau of Census.	175E	736

Proceedings before the Federal Trade Commission—Continued

COMMISSION'S EXHIBITS—Continued

	Original	Print
No. 86—Copy of page 730 of Leather and Shoes Blue Book—Shoe Production (Except Rubber) by Kind 1950-1957.....	176E	737
No. 87—Copy of page 731 of Leather and Shoes Blue Book—Statistics—Production of Shoes and Slippers in U. S. by Company Groups....	177E	738
No. 88—Copy of page 740 of Leather and Shoes Blue Book—Retail Shoe Outlets in the U. S....	178E	739
No. 89-A—How the Top 70 Shoe Manufacturing Firms Rated in 1959 Shoe Production.....	179E	740
No. 89-B—How the Top 70 Shoe Manufacturing Firms Rated in 1959 Dollar Sales.....	180E	741
No. 98—Form for "Stock Shoe Size-Up Sheet (Women's)"	180E(1)	742
No. 99—Brown Franchise Store Monthly Material and Brand Report.....	181E	744
No. 111—Monthly Report Form—Brown Shoe Co. as a Basis for Credit.....	183E	746
No. 115—Forms for Departmental Pairage Receipts—Invoice Register	185E	748
No. 118-A-Z—Testimony of Aarol C. Fleener...	187E	751
No. 119—Statement showing "The commission paid Brown by U. S. Rubber".....	201E	767
No. 120-A-C—Letter from United States Rubber Company re Brown Shoe Company Franchise Dealers—Waterproof Footwear—1958 Season, dated January 1, 1958.....	202E	768
No. 121—Proposed Stipulations of Fact in Docket No. 7606 with appendices.....	205E	771
Appendix B—Brown Franchise Stores Program pamphlet (excerpts).....	211E	777
Appendix C—Letter from United States Rubber Company re Brown Shoe Company —Franchise Dealers—U. S. Keds—1959—60 Season, dated August 1, 1959.....	215E	780
Appendix D—Letter from United States Rubber Company re Brown Shoe Company —Franchise Dealers—U. S. Keddettes—1960 Season, dated August 1, 1959.....	218E	784
Appendix E—Letter from United States Rubber Company re Brown Shoe Company —Franchise Dealers—U. S. Royal Sandals —1960 Season, dated August 1, 1959.....	219E	785
Appendix F—Letter from United States Rubber Company re Brown Shoe Company Franchise Dealers—1960 Waterproof Season—Rainpals, dated January 1, 1960.....	220E	786

Proceedings before the Federal Trade Commission—Continued

COMMISSION'S EXHIBITS—Continued

No. 121—Proposed Stipulations of Fact in Docket

No. 7606 with appendices—Continued

	Original	Print
Appendix G—Letter from United States Rubber Company re Brown Shoe Company Franchise Dealers—1960 Waterproof Season—U. S. Pack-A-Ways, dated January 1, 1960	222E	788
Appendix H—Letter from United States Rubber Company re Brown Shoe Company Franchise Dealers—Waterproof Footwear—1960 Season, dated January 1, 1960	224E	790
Appendix I—Letter from A. C. Ware, Branch Footwear Sales Manager to J. R. Johnston, not dated	227E	793
Appendix J—Two page description of purchase terms of United States Rubber footwear by Brown Franchise Dealers	228E	794
No. 122-A-C—Letter from United States Rubber Company re Brown Shoe Company Franchise Dealers—U. S. Keds—1958-1959 Season, dated August 1, 1958	230E	796
No. 123-A-B—Letter from United States Rubber Company re Brown Shoe Company Franchise Dealers—Waterproof Footwear—1955 Season, dated January 1, 1955	233E	799
No. 124-A-B—Letter from United States Rubber Company re Brown Shoe Company Franchise Dealers—Waterproof Footwear—1956 Season, dated January 1, 1956	235E	801
No. 125-A-B—Letter from United States Rubber Company re Brown Shoe Company Franchise Dealers—Waterproof Footwear—1957 Season, dated January 1, 1957	237E	803
No. 127-A-C—Letter from United States Rubber Company re Brown Shoe Company Franchise Dealers—Waterproof Footwear—1959 Season, dated January 1, 1959	239E	805
No. 128-A-B—Letter from United States Rubber Company re Brown Shoe Company—Franchise Stores—U. S. Keds—1955-56 Season, dated August 1, 1955	242E	808
No. 129-A-C—Letter from United States Rubber Company re Brown Shoe Company—Franchise Dealers—U. S. Keds—1957-58 Season, dated August 1, 1957	244E	810
No. 138-A-B—Two page list of Brown Franchise Stores sold by Juvenile Shoe Corporation	255E	813

Proceedings before the Federal Trade Commission—Continued

COMMISSION'S EXHIBITS—Continued	Original	Print
No. 139—Statement showing "Shoe sales by Huth-James, Inc., 1954-1959 inclusive".....	257E	815
No. 141-A-T—List of Stores on Brown Franchise Program as of January 1, 1960 Indicating Those Stores Which Joined the Program after January 1, 1955.....	258E	816
No. 142—Weyenberg Shoe Mfg. Co.—Report of Sales in Terms of Dollars and Pairs Manufactured by Classes for Years 1948 Thru 1959, dated April 26, 1960.....	278E	836
No. 143—Weyenberg shipments record for Raymond J. Emerling, Hamburg, New York.....	279E	837
No. 144—Weyenberg shipments record for Blynn's Shoe Stores, Inc., Pittsburgh, Pa.....	280E	838
No. 145—Weyenberg shipments record for Gryder Co., Biloxi, Mississippi.....	281E	839
No. 146—Weyenberg memo—Shannon to John W. Anderson, dated June 19, 1958 and handwritten reply thereon.....	282E	840
No. 147—Weyenberg memo—Shannon to Salesmen, dated April 22, 1960 and handwritten reply from Anderson thereon.....	283E	841
No. 149—Letter from Weyenberg Shoe Mfg. Co., Ken Williams to Ray Shannon, dated May 2, 1960.....	284E	842
No. 150 & 151—Weyenberg shipments record for Blinkinsop Shoe Store, Marengo, Iowa for years 1946-1959 and 1960.....	285E	843
No. 152—Leverenz shipments record for Winona Bootery (formerly B & D Shoe Store), Winona, Minnesota.....	287E	845
No. 153—Leverenz shipments record for Meyer's Shoe Store, Watertown, Wisconsin.....	287E	845
No. 154—Letter from George A. Friedley, Leverenz Shoe Company to Meyer's Shoe Store, dated May 18, 1956.....	288E	846
No. 155—Letter from G. H. Meyers to Leverenz Shoe Co., dated March 8, 1956.....	289E	847
No. 156—Leverenz shipments record for Emerling Shoe Store, Hamburg, New York.....	290E	848

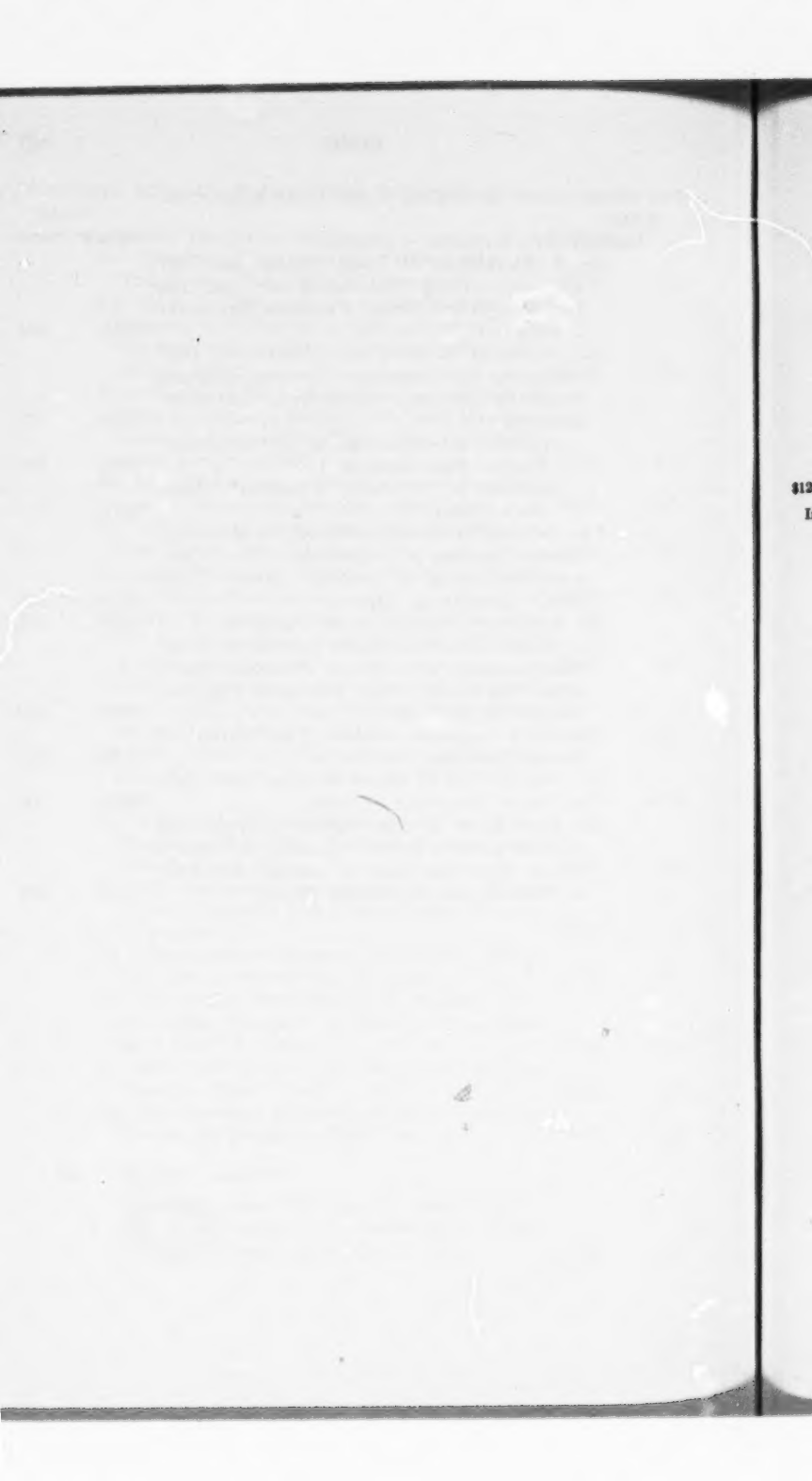
RESPONDENT'S EXHIBITS:

No. 1—Letter from The Juvenile Shoe Corporation, J. Wilkinson to Howard's Shoe Store, Hillsboro, Illinois, dated May 9, 1960.....	291E	849
---	------	-----

Proceedings before the Federal Trade Commission—Continued

RESPONDENT'S EXHIBITS—Continued

	Original	Print
No. 6—Stipulation of Facts, Docket No. 7607 with list showing "Population of Cities and Towns in Which Brown Franchise Stores are Located"	203E	850
No. 7—Stipulation of Facts, Docket No. 7607 concerning other franchise store programs, and benefits and services available from other manufacturers	315E	872
Appendix A—Memorandum of Merchants' Service Plan Agreement	319E	876
Appendix B—"Friendly Franchise" Store Plan Contract	321E	878
Nos. 8-Y and Z—Advertisements of the Merchants Service Division of International Shoe Company Appearing in Footwear News (1959-1961)—Identifying Caption	321E(1)	879
No. 9—Trade Clearance Card (Sample)	322E	881
No. 10-A-E—Credit and Sales Experience of Six Manufacturers with Brown Franchise Stores After Separation from Franchise Program, October 31, 1949-April 1, 1958	324E	883
Nos. 11-13 (excerpt)—Outside Line Survey of Brown Franchise Dealers	329E	888
No. 14-A-B—List of Stores Showing Date First on Brown Franchise Program	341E	900
No. 15—Number of Shoe Outlets in Towns and Cities of 5,000 to 30,000 Population in Which a Brown Franchise Store is Located—Summary of Exhibit and Stipulation thereto	342E	901



[fol. 1E]

COMMISSION EXHIBIT 2

BEFORE FEDERAL TRADE COMMISSION

In the Matter of BROWN SHOE COMPANY, A CORPORATION

Docket No. 7606

Net Sales of Brown Shoe Company, Inc. and Subsidiaries
For Fiscal Year Ended October 31, 1957

Brown	Moench	Bourbeuse	Wohl	Regal	G. R. Kinney
\$120,159,460.41	\$9,565,982.44	\$4,251,024.48	\$57,403,570.75	\$10,860,346.08	\$62,370,222.05

Included in the above figures are intercompany sales of \$27,664,527.61.

[fol. 2E]

COMMISSION EXHIBIT 3

BROWN SHOE COMPANY

St. Louis 24, Missouri

W. L. H. Griffin
Secretary

June 9, 1958.

Federal Trade Commission
Kansas City Branch Office
Room 808, Sharp Building
18 East 11th Street
Kansas City, Missouri

Attention: Mr. W. J. Sanger, Jr., Attorney-Adviser

Re Brown Shoe Company, File No. 561 0002

Gentlemen:

Following up our phone conversation and your letter, the following information is submitted:

1. The total amount of loans to customers which you refer to as "independent shoemen" as of October 31, 1957 was \$844,886.83.
2. The sales of Brown Shoe Company, Inc. and net shipments to merchants operating on the franchise

program for the fiscal years 1955 through 1957 are listed below:

Fiscal	Net Shipments Brown Only	Net Shipments to Brown Franchise Stores	% of Total
1955	\$113,053,469	\$19,841,097	17.55
1956	111,898,957	21,106,080	18.86
1957	120,159,460	21,724,564	18.08

Trusting that the above is satisfactory, I am

Yours very truly, W. L. H. Griffin.

WLHG/mj

[fol. 3E]

COMMISSION EXHIBIT 4

Brown Shoe Company's Nationally Advertised Brands

Air Step	This brand is used on women's dress and casual shoes sold through the Air Step sales division.
Buster Brown	This brand is used on children's and boys' shoes sold by the Buster Brown and United Men's sales divisions respectively.
Glamour Debs	This brand is used on girls' shoes sold by the Buster Brown sales division.
Life Stride	This brand is used on women's dress and casual shoes sold by the Life Stride sales division.
Naturalizer	This brand is used on women's dress and casual shoes sold by the Naturalizer sales division.
Official Boy Scout	This brand, manufactured under license from, and to the specifications of, the Boy Scouts of America, is used on children's, boys' and men's shoes sold by the Buster Brown and the United Men's sales divisions respectively.
Official Girl Scout	This brand, manufactured under license from, and to the specifications of, the Girl Scouts of America, is used on girls' shoes sold by the Buster Brown sales division.

Pedwin	This brand is used on young men's dress, sport and casual shoes sold by the United Men's sales division.
Propr-Bilt	This brand is used on children's shoes sold by the Buster Brown sales division.
Risque	This brand is used on women's casual and low heel dress shoes for young women sold by the Risque sales division.
Robinettes	This brand is used on girls' shoes sold by the Robin Hood sales division.
Robin Hood	This brand is used on children's and girls' shoes sold by the Robin Hood sales division.
Roblee	This brand is used on men's dress, sport and casual shoes sold by the Roblee sales division.

[fol. 4E]

COMMISSION EXHIBIT 5

Brown Shoe Company's Nationally Advertised Brands

The following information is supplemental to Exhibit 4 of Brown Shoe Company's letter dated May 14 to Mr. Sanger of the Federal Trade Commission.

Air Step—These shoes are for women only and in the medium price category.

Buster Brown—These shoes are in the medium price category and consist of dress, sport and play shoes for children of both sexes and for boys.

Glamour Debs—These shoes are for girls. They are in women's sizes in styles worn by girls, in the medium price range.

Life Stride—This is a fashion line of women's shoes in the medium price range retailing about \$2.00 below Air Step and Naturalizer.

Naturalizer—These shoes are for women only and in the medium price category.

Official Boy Scout—These are dress and service shoes in the medium price range with the emphasis on the higher ranges for shoes of this character.

Official Girl Scout—These are dress and service shoes in the medium price range with the emphasis on the higher ranges for shoes of this character.

Pedwin—Pedwin shoes retail in the lower medium price field.

Propr-Bilt—These shoes are in the medium price category and consist of dress, sport and play shoes for children of both sexes and for boys.

Risque—This is a fashion line of women's dress and flat shoes in the medium price range retailing about \$2.00 below Air Step and Naturalizer.

Robin Hood—These shoes are in the lower medium price category and consist of dress, sport and play shoes for children of both sexes and for boys.

[fol. 5E] **Robinette**—These shoes are for girls. They are in women's sizes in styles worn by girls in the lower medium price range.

Roblee—Roblee shoes retail in the medium price range.

Smartaire—This is a line of women's dress and flat shoes selling in the lower end of the medium price category.

SIZE SCHEDULES FOR AIR STEP SHOES

your detailed list of patterns there is a size schedule number on each item. The sizes shown under that schedule will be the only sizes provided. DO NOT send orders with size ranges different from those shown as any size not shown on this list will be automatically eliminated from your order.

SCHEDULE #1

AA 6-11
A 5-11
4 1/2-11
4 1/2-11
3-11
3-11

SCHEDULE #2

AA 6-10
A 5-10
4-10
4-10
3-10
3-10

SCHEDULE #3

AA 6-11
A 5-11
4 1/2-11
4-11
3-11
3-11
4-11
4-11
E 4 1/2-11

SCHEDULE #4

AA 6-11
AA 5-11
4 1/2-11
4-11
3-11
3-11
4-11

SCHEDULE #6

6-11
5-11
4-11
4 1/2-11

SCHEDULE #7

AAAA 6-11
AAA 5-11
AA 4 1/2-11
A 4-11
B 3-11
C 3-11
D 4-11
E 4-10

SCHEDULE #9

AAAAA 6-11
AAAA 6-12
AAA 5-12
AA 4 1/2-12
A 4 1/2-12
B 2 1/2-12
C 2 1/2-12
D 3-11

SCHEDULE #10

AAAAA 6-11
AAAA 5-12
AAA 4 1/2-12
AA 4-12
A 3 1/2-12
B 2 1/2-12
C 3-12

SCHEDULE #11

AAAA 6-12
AAA 5-12
AA 4-12
A 4-12
B 3-12
C 3-12

SCHEDULE #14

AAAA 6-12
AAA 5-12
AA 4 1/2-12
A 4-12
B 3-12
C 3-12
D 4-11

SCHEDULE #16

S 6-11
N 5-11
M 4-11
W 4 1/2-11
WW 4-11

SCHEDULE #17

AAA 6-10
AA 5-10
A 4 1/2-10
B 3 1/2-10
C 3 1/2-10

SCHEDULE #18

AAAA 6-11
AAA 5 1/2-11
AA 5-11
A 5-11
B 3-11
C 3-11

SCHEDULE #19

S 6-10
N 5-10
M 3-10

SCHEDULE #21

S 6-10
N 4 1/2-10
M 3 1/2-10
W 4-10

SCHEDULE #23

S 6 1/2-11
N 5-11
M 3-11
W 4-10

SCHEDULE #24

S 6-10
N 5-10
M 3-10
W 4-10

SCHEDULE #25

AAAA 6-12
AAA 5-12
AA 4-12
A 4-12
B 3-12
C 3-12
D 3-12
EE 5-11

SCHEDULE #26

AA 4-10
B 3-10

SCHEDULE #27

AAAA 6-10
AAA 5 1/2-10
AA 5-10
A 4 1/2-10
B 3 1/2-10
C 4-10

SCHEDULE #28

AAAA 6-12
AAA 5-12
AA 4 1/2-12
A 4-12
B 3-12
C 3-12
D 4-11
EE 5-11

604

Growing Girls Size Schedule

AAA 5-10
AA 4½-10
A 4-10
B 3½-10
C 3-10

Other than these
will be specified.

Growing Girls' Crepes

(Single page excerpt)



BLEACHER BOOT

21200 Grey Rubuck. Bl.
Cape Sole
71200 Wheat Rubuck. Bro.
Cape Sole
91200 Black Rubuck. Bl.
Cape Sole
All Make Up



CLIMAX

21201 Grey Butta. Bl. Cape Sole
71201 Bl. Butta. Bl. Cape Sole
91201 Bl. Butta. Bl. Cape Sole
#20 Last
All Make Up



BERNIE

11202 Cherry Red. Bl. Ribbed Sole
21202 Ind. Charcoal. Bl.
Ribbed Sole
41202 Grey Butta. Bl. Ribbed Sole
71202 Ind. Brown. Clearstone
Ribbed Sole
91202 Bl. Butta. Bl. Ribbed Sole
#2 Last



LADUE

21203 White. Whit. Crepe Sole
Wedge Heel
AAAA 5½-10
AAA 5-10
AA 4½-10
A 4-10
B 3½-10
C 3-10
#2 Last



TOLEDO

21206 White & Black Butta
Black Crepe Sole
#2 Last



POWCA

21212 Ind. Buckle. Hot. Cape Sole
91212 White Bro. White Cape Sole
21213 Ind. Charcoal. Bl.
Cape Sole
71213 Ind. Yarn. Bro. Cape Sole
#2 Last

Growing Girls' Handsewn and Littleways



CELLO

91204 Vanilla Combi But. Bro.
Rub. Sole
11204 Red Combi But. Bl.
Rub. Sole
41204 Grey Combi But. Bl.
Rub. Sole
91204 Bl. Combi But. Bl.
Rub. Sole
Horse Last
All Make Up



FLIPPER

21205 Whit. Butta. Bl. Ribbed
Rubber Outsole
Horse Last



JOPPA

11209 Allover Red Rubuck. Whit.
Cape Sole
21209 Whit. & Bl. Trim. Bl.
Cape Sole
41209 Allover Whit. Rubuck. Bl.
Cape Sole
91209 Grey Rubuck & Grey sm.
Grey Crepe Sole
Bl. Rubuck & Bl. sm. Bl.
Cape Sole
Rosa Last
AAAC
All Rubucks -- Make Up



PATIO

41209 Grey Kenya Pri. Bl.
Ribbed Sole
71209 Grey Kenya Pri.
Clearstone Ribbed Sole
Rosa Last
AAAC



DONORA

Clearstone Handsewn Moc.
41214 Grey Butta
91214 Black Butta



DACATO

91219 Wheat Rubuck. Clearstone
Ribbed Sole
41219 Grey Kenya Pri. Clearstone
Ribbed Sole
71219 Mopert Kenya Pri. Clearstone
Ribbed Sole
Marie Last



WANGO

91220 Vanilla Combi But. Whit.
Rub. Sole
11220 Red Combi But. Whit.
Rub. Sole
21220 Grey Combi But. Whit.
Rub. Sole
91220 Whit. Combi But. Bl.
Rub. Sole
91220 Bl. Rubuck. Whit. Rub. Sole
Horse Last



SHOU

Clearstone Handsewn Moc.
11221 Red
21221 Black
41221 Ivory
91221 White Smooth
71221 Tan

young dress in shoes

pedwin.

**SPADE**

WM00 - Black

- A 8-12 Lace Oxford, Tip Pinked
 B 7-12 & Perforated, 1/2 Double
 C 6-12 Leather Sole, Spade
 D 6-12 Edge, Hard Heel.
 E 6-12

..... Clayton

**SHELBY**

701M01 - Tan

801M01 - Black

- A 8-12 Lace Oxford, Tip Stitched,
 B 7-12 Leather Sole, Rubber
 C 6-12 Heel.
 D 6-12
 E 6-12

..... Kirkwood

**SCOTT**

701M02 - Tan

801M02 - Black

- A 8-12 Lace Oxford, Tip Stitched
 B 7-12 & Perforated, Leather
 C 6-12 Sole, Rubber Heel.
 D 5-12
 E 5-12

EEE 6-12

..... Clayton

**SEINE**

701M03 - Tan

801M03 - Black

- A 8-12 Lace Oxford, Stitched
 B 7-12 Tip, Leather Sole,
 C 6-12 Rubber Heel.
 D 6-12
 E 6-12

..... Ansley

**SPARTAN**

801M04 - Black

901M04 - Golden Harvest

- A 6-12 Long Vamp Lace Oxford,
 B 6-12 Tip Pinked & Perforated,
 C 6-12 Heavy Nuclear Sole,
 D 6-12 Hard Heel.

..... Brooks

**SHAWMUT**

101M07 - Cordo Brown

801M07 - Ebony Black Smooth

- A 6-12 Stitched Tip Lace Oxford,
 B 6-12 Nuclear Sole, Stormwelt,
 C 6-12 Rubber Heel.
 D 6-12
 E 6-12

..... Brooks

606



How to make money in the retail shoe business

**The success story of the
BROWN FRANCHISE STORES PROGRAM**

Once upon a time shoe retailers learned their mistakes by making them

Once upon a time shoe retailers were pioneers. Like all pioneers, they learned their errors the hard way. And many fell by the wayside.

Things are different today. Now you can eliminate the expensive errors without ever spending a penny on them. Here's why:

For almost 80 years the Brown Shoe Company has watched the retail shoe business. We've watched thousands of retailers succeed—and thousands fail. We've seen them come and go in all kinds and all sizes of communities.

Out of these observations grew the Brown Franchise Stores Program for retailers.

Brown had been in business almost a half-century when the first independent retailer began operating under the new program. That was 35 years ago. Since that time, we've refined and perfected the money-making ideas—and put them into a close-working program between the Brown Shoe Company and independent retailers—the most successful ever developed.

What makes the Brown Franchise Stores Program so successful is described on the following pages. You'll see how you, too, can make money in the retail shoe business.

What is the
one big dividend
the Brown Franchise Stores
Program is paying to the
more than 600 independent
retailers operating
under this plan?

Reta
BRO
are
in S

he don't h
business b
increase he
son (even
The main
he wants
the shoe
According
next year
the retail

BROWN
C

Loc
Pop
Do
Vol
W
Ex
S

INVEST
NET
NET
IN

Ty
Br

Retailers operating under the BROWN FRANCHISE STORES PROGRAM are averaging the highest returns in shoe retailing today

Who doesn't honestly know of anyone who is in the shoe business because he likes the smell of leather. Or because he wants to meet people. Or to be his own boss (even though that's mighty important).

The main reason, of course, is the pay-off. Every man wants a big one, so let's look at the profit record of the shoe business.

According to the Bureau of Labor statistics for a recent year, there were more than 19,500 independent shoe retailers in America. The average return on their

investment for the year was 11.8%.

For the same year, more than 600 independent shoe retailers operating under the Brown Franchise Stores Program in 46 states averaged a 16% return!

For 36 years we have watched retailer after retailer (300 during the past 5 years alone) begin operations under the Brown Franchise Stores Program. Each year more and more of these independent retailers are setting the volume and profit records in their communities.

BROWN FRANCHISE STORE CASE HISTORY

Location Ohio
Population 6,000
Date established 1950
Volume \$4,500
Mark-up 38.7%
Expenses 25.2%
Stock-turn 1.9x

INVESTED CAPITAL . . . \$2,832
NET PROFIT \$8,704
RETURN ON INVESTMENT . . . **265%**

BROWN FRANCHISE STORE CASE HISTORY

Location Alabama
Population 72,000
Date established 1933
Volume \$158,952
Mark-up 40.6%
Expenses 26.8%
Stock-turn 2.4x

INVESTED CAPITAL . . . \$7,618
NET PROFIT \$28,818
RETURN ON INVESTMENT . . . **329%**

BROWN FRANCHISE STORE CASE HISTORY

Location Colorado
Population 20,300
Date established 1950
Volume \$42,362
Mark-up 40.0%
Expenses 22.4%
Stock-turn 3.3x

INVESTED CAPITAL . . . \$8,703
NET PROFIT \$23,188
RETURN ON INVESTMENT . . . **347%**

BROWN FRANCHISE STORE CASE HISTORY

Location New York (two)
Population 338,000
Date established 1903
Volume \$714,000
Mark-up 36.6%
Expenses 34.1%
Stock-turn 2.1x

INVESTED CAPITAL . . . \$101,994
NET PROFIT \$6,119
RETURN ON INVESTMENT . . . **15.8%**

BROWN FRANCHISE STORE CASE HISTORY

Location Illinois
Population 14,000
Date established 1936
Volume \$152,000
Mark-up 38.4%
Expenses 26.5%
Stock-turn 2.1x

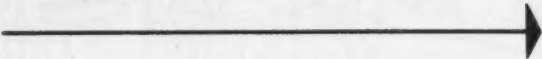
INVESTED CAPITAL . . . \$40,066
NET PROFIT \$24,601
RETURN ON INVESTMENT . . . **50.3%**

Typical case histories from our files. Here are just a few examples of the hundreds of Brown Franchise Stores averaging the highest returns in shoe retailing today.

610

How can the BROWN FRANCHISE STORES PROGRAM help you make bigger profits?

What are the advantages a retailer under the Brown Franchise Stores Program has over the retailer who is fighting today's rugged competition by himself?



9 of the top brands in America

BUSTER BROWN

—the broadest, best known, biggest selling line of children's shoes in America. Parents have shown their trust in Buster Brown fit and quality for over 50 years. Buster Brown covers the market with up-to-date styles for infants, children, growing girls, and teen-agers.

Buster Brown

ROBIN HOOD

—a complete line of smartly styled, well-made and moderate-priced shoes for children. Representing one of the biggest profit opportunities in the shoe business, the Robin Hood line is designed for a market conservatively estimated at a billion dollars.

Robin Hood

ROBLEE

—one of the most popular line of men's shoes in the middle-price field. The Roblee combination of quality and styling has broadened the market for this fast-selling line to include men of all ages, in all walks of life.

Roblee

PEDWIN

—the "big market" line designed for young men who buy twice as many shoes as their fathers and brothers. A bell ringer at the cash register, the Pedwin line takes all retail promotion honors by featuring the "hottest shoe of the month" every month.

pedwin

NATURALIZER

—the fastest growing line of women's shoes in the business. Naturalizer basic types, casuals, and dress patterns have long been recognized as "the shoe with the beautiful fit."

Naturalizer

612

Air Step

life stride

westport

Risque

BUSTER BROWN
OFFICIAL BOY SCOUT SHOES

BUSTER BROWN
Official Girl Scout Shoes

—the fastest selling women's shoe there is
Every pattern in the full Air Step line features
"The Magic Sole"—a magic selling feature
you can demonstrate right at the fitting shoe

LIFE STRIDE

—a complete line of casual, classic, dress, and
sport shoes for women. Life Stride offers the
latest in fashion in a range where millions of
young women buy.

WESTPORT

—the only really complete line of women's
low-heeled casuals and flats in the big
volume field—a line of proved promotion leaders

RISQUE

—a promotional, highly salable line of shoes
and little heels. The Risque line is helping
Brown Franchise retailers everywhere cash in
on a changing market, brought about by the
trend to casual living.

OFFICIAL SCOUT SHOES

—a sales plus. Brown Franchise retailers
have been providing Boy Scouts and Girl
Scouts with their official shoes (under the
Buster Brown or Westport label) for 25 years

**Selling the Brown Brands as a family
gives you other profitable advantages:**

- You carry shoes for all ages and both sexes. Once you've sold Mom or Dad or the kids, the whole family is your customer.
- Every one of your lines fits into a range of prices that seven out of ten families will pay.
- Every pattern you carry is ordered and delivered from one dependable source.
- You concentrate on fewer lines which eliminates overlap and conflict, simplifies merchandising, and strengthens your promotional

ADVERTISING AND PR

**Biggest National
Advertising Program
of any shoe family**

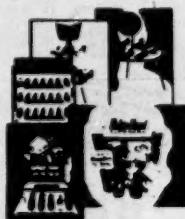
Brown Franchise Dealers are continuously supported by national advertising on television and in America's most influential magazines. Millions of families know the Brown Brands through the dominating advertising they see in their favorite publications month after month. As a result, your customers are pre-sold on the shoes you sell—prestige is built up for your store—and your own promotion dollars become more productive.



PROMOTION PROGRAMS! TV

Brown Franchise Retailers are fully supported with the promotion material needed to help build store volume. Brown supplies radio and TV commercials, newspaper mats, display materials and full-scale direct mail campaigns. All this material is co-ordinated with the big program of national advertising for increased effectiveness. Many special-event promotions come from a pool of ideas successfully used by other members of the Brown family.

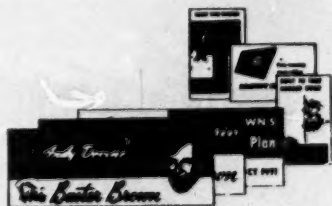
Complete Promotion Programs for Your Own Store



Display units



Newspaper advertising mat services



Streamers—Counter cards



Window displays



Brand identification signs



Direct mail

Plus: Broadcast commercials
National tie-ins
Special promotions

[fol. 31E]

Commission Exhibit 22-J.

TV SHOWS SELL BROWN

FOR

Robin Hood

THE BUFFALO BILL JR. SHOW

BUFFALO BILL JR.

Star of the great new
Robin Hood Western

A new Western . . . full of life
and full of appeal for boys and
girls . . . with the stars of the
show themselves telling the
kids about the Robin Hood
Shoes sold by Brown Franchise
Retailers.

The profitable
is delivered to Brown

The attention of millions of kids
is focused on Buster Brown and

- 2 BIG TV SHOWS
- TRAFFIC-BUILDING PROMO
Giveaways • Comic Books •
- TIE-IN KITS Complete . . . for

CALAMITY

his cute 12-year-old
sister who shares his
adventures

BRANDS FOR CHILDREN

FOR

Buster Brown



Buster Brown's
new super salesman,
CAPTAIN KANGAROO

Kids' Market Franchise Retailers

Robin Hood Shoes and the
toes that sell them

IONS At peak selling seasons
Big Contests

each promotion



The **CAPTAIN KANGAROO SHOW**—now on the CBS—TV network for Buster Brown every Saturday morning. The Captain item sells Buster Brown shoes and the kids listen to what he tells them.

Buster Brown is the largest advertiser of any brand of shoes in America . . . since 1942, the leader in broadcast. Now this big TV show—**CAPTAIN KANGAROO**—to attract millions of kids and win their loyalty for Buster Brown shoes.

An Accounting and Record System that eliminates the No. 1 cause for failure in Shoe Retailing

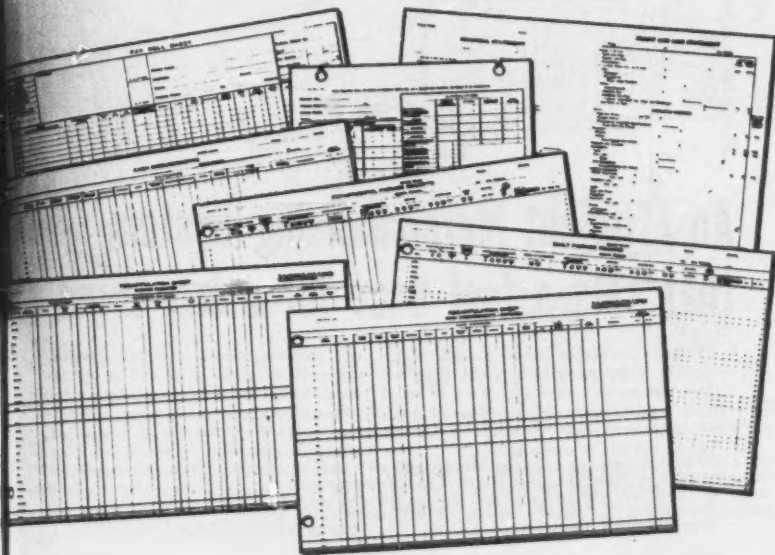
Business and government authorities agree that poor records cause more retail failures than any other one factor.

As a Brown Franchise Store, you have the benefits of an efficient, standardized accounting and record system. Your Brown Franchise fieldman explains how it works, helps you install and maintain it.

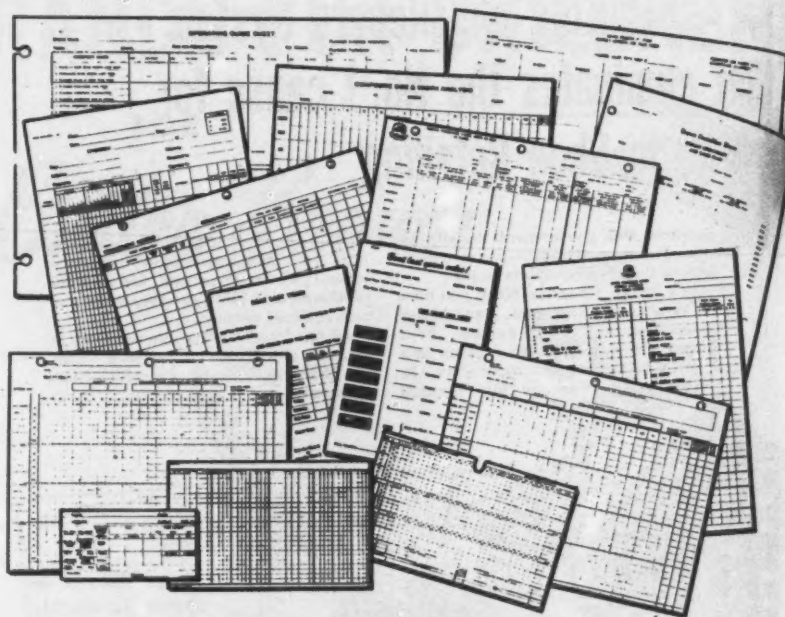
This system keeps you fully informed

on the condition of your business; analyzes your profit structures; helps you control your inventory and plan sales and purchases; and helps you keep your business in liquid condition.

All the forms and records necessary to maintain this system are provided—without charge—to Brown Franchise Store operators.



618



An Efficient Merchandising System that sets a fast pace for stock turns

Without the proper forms, it takes some mighty lucky guessing to know what to buy and rebuy; when and what to promote; and how to minimize odds and ends of styles and sizes that must be cleared out at the end of every season.

These important methods of producing profit are all just an everyday part of doing business with the Brown Franchise Stores merchandising system. The proven

and perfected forms give you complete information on dollar as well as pairage open-to-buy; color and material guides; sales and stock by lot number; and data for profitable reordering of basic, best selling patterns.

As with the exclusive accounting forms, this merchandising system is available only to retailers operating under the Brown Franchise Stores Program.



Retailing Experts you can call on anytime with any problem

A Home Office Staff of Specialists. As a Brown Franchise Retailer, you have as many questions as the average shoe retailer, but a lot more answers. Our Headquarters Staff in St. Louis is organized specifically to help you with merchandising, store operation, finances, store layout and design, display and advertising, and ideas.

These men are specialists in the shoe business. They are immediately available to you by mail, phone, or in person in St. Louis whenever you need them.

In addition, the Staff keeps you up to date on trends and changes in shoe retailing with regular advisory letters and bulletins.



Field Representatives Cover 48 States. Today there are Brown Franchise Store experts covering all 48 states—ready to give you fast, personal service. Like the St. Louis staff, these men devote their full time to you in the Brown Franchise Stores Program.

Although the list of services provided by the fieldmen fills several pages, their responsibilities fall under 5 general heads: 1) Laying the groundwork for new Franchise Stores; 2) Helping an established shoe merchant change to the Brown Franchise Stores Program; 3) Helping a Franchise Retailer set up a complete operating plan; 4) Furnishing merchandising and management counsel; and 5) Helping a retailer plan his promotions and coordinate them with Brown's national promotions.

Color Slides and Materials

for setting six new show windows a year

As a Brown Franchise Retailer, you get a year-round window service. This is one of the most important promotional helps of the Program since windows help bring in 6 out of every 10 customers who walk into a shoe store. Here's how the service works:

Our display experts in St. Louis set up 6 attractive windows a year. These are photographed in color and sent to you in the form of 3-D slides to help you set them up. (Brown furnishes you with a small 3-D viewer as part of your basic equipment.)

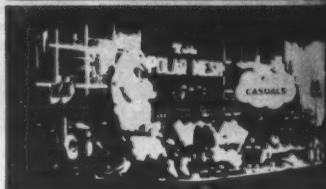
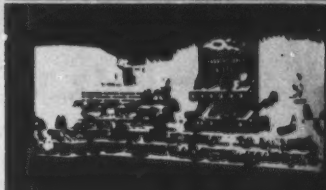
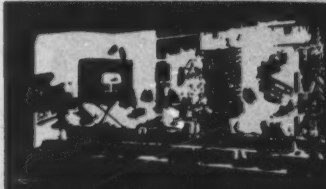
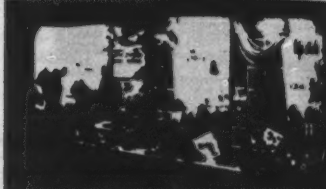
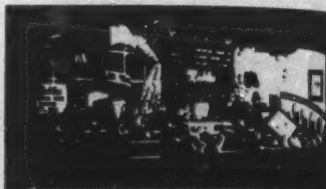
All materials needed to trim your windows are sent to you by the Brown Shoe Company at a very nominal cost.

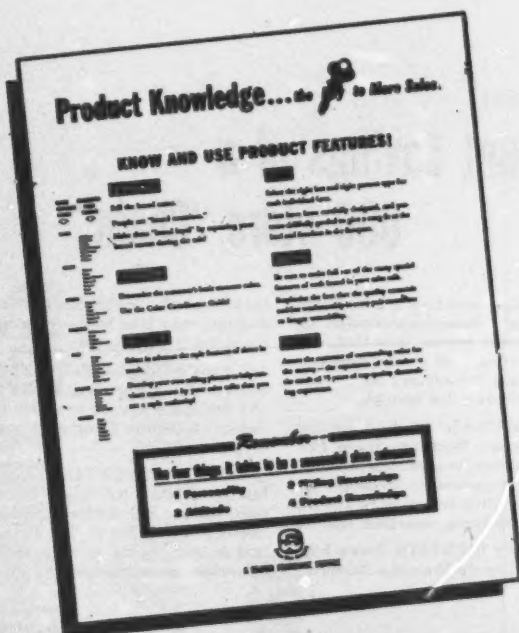
3-D COLOR SLIDES of actual show windows are given to you for at least 2 window changes a season. A 3-dimensional color slide viewer is part of your regular equipment.



Display Ideas

Another promotional service of the Brown Franchise Store Program is interior displays. From time to time, you receive display ideas and suggestions ranging from complete interiors to single new promotional devices.





A "FREE COURSE" in Shoe Salesmanship for all your people

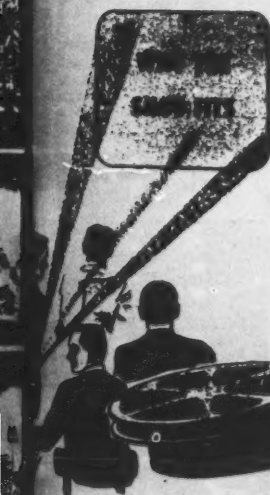
For years the Brown Shoe Company has recognized the need for sales training and has taken steps to give retailers the most up-to-date methods available for training their personnel.

If you call in a field representative on this problem, he arranges a store meeting and shows your people a sound-slide film entitled "How to Sell More Shoes." Produced exclusively for Brown Franchise Stores, this film clearly explains the six basic elements of a shoe sale.

In conjunction with the film, he uses a chart presentation, "The Key to More Sales" which points out to salesmen how brand, color, style, fit, wear, and price can be turned into sales at the fitting stool.

Another audio-visual training tool which Brown furnishes you is the second color motion picture, "Why the Shoe Fits." This movie

gives salespeople a "behind-the-scenes" look at shoe manufacturing—from the first design by an artist to the time they open the box for a sale. ("Why the Shoe Fits" can also be shown to service clubs, civic and educational groups—an opportunity to make many valuable contacts.)



622

Discount Savings of a 600 store "Chain"

All shoe retailers have certain basic needs. Because of the volume represented by the Franchise Stores, Brown Shoe Company can purchase many of these items centrally and pass the savings on to each retailer. Here are a few examples:

GROUP INSURANCE. As a retailer under the Brown Franchise Stores Program you pay less for insurance on stock, fixtures and improvement coverage. An automatic reporting system saves you the trouble of submitting insurance reports.

STATIONERY SUPPLIES. Brown buys forms for the Brown Franchise Stores ac-

counting and merchandising systems in such quantity that they are furnished to the stores free of charge.

ACCESSORIES AND FIXTURES. Such items as X-ray machines, display fixtures and fitting devices are available through Brown's Accessory Division at important savings.

A HOUSE SLIPPER LINE. A complete line of "Night Life" house slippers for men, women, and children is available to Brown Franchise Stores. The line is organized so that buying, merchandising, and promotion is very simple and profitable.

An Exchange of Selling Ideas at Conventions and Regional Meetings

Everybody has a good time at the National Convention of Brown Franchise Retailers each February.

But more important—successful independent shoe retailers in America get together to exchange ideas that help them operate their businesses more efficiently and profitably. They go home with a broader view on such subjects as footwear style and color forecasts, economic conditions; latest methods of promoting, selling, merchandising, and management.

All Brown Franchise retailers and their personnel are invited to the National Convention. In addition, retailers attend regional sales meetings throughout the year.



What important steps does the

**What important steps does the
BROWN SHOE COMPANY take
to establish a retailer under
the Brown Franchise
Stores Program?**



624

How BROWN helps a new Brown Franchise Stores Retailer get the best start possible

- Brown architects help you design a new store—or remodel an old one

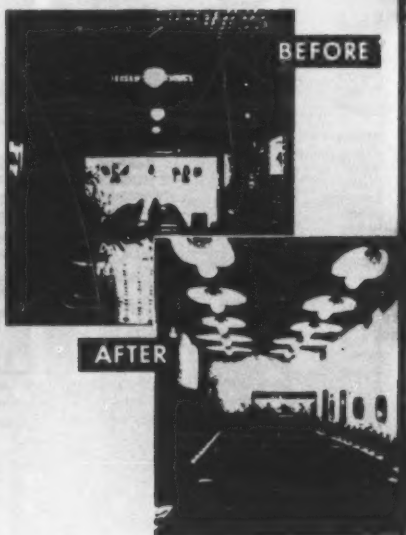
"A better looking store than the one across the street"—both inside and out—is a valuable asset in today's highly competitive market.

Thus, one of the first groups Brown calls in to help establish a new Franchise Store is our Store Planning Service.

Designing the store is a science. It includes the physical appearance and ar-

range of all elements. It incorporates the latest thinking (and successful experience) in merchandising, selling, and displaying footwear and accessories.

In the case of either a new store, or a remodeling project on an old store, Brown Shoe Company furnishes complete working blueprints to your contractor—with-out charge.



Choosing the location

When starting business in the right place (or moving to a better place) can easily determine the success or failure of your store, our Field Representative and our Research Department help you find the best possible location. They look for a community with adequate buying power. They look for a good traffic location. They study shoe shopping habits and analyze competition. They assist in negotiating with landlords or real estate men when new leases or leasehold improvements are contemplated.

Determining the type of store

Several types of stores operate under the Brown Franchise Stores Program. Most Brown Franchise operations are family-type stores; other types, including leased departments and specialty stores featuring men's, women's and children's shoes, have been successfully established. The Brown Shoe Company will help you decide which type of operation will be most profitable in your case.

Selecting the brands

One of the factors that determine the location and the type of store enter into the selection of brands. The Brown Shoe Company helps you set up a balanced stock that eliminates overlap and conflicting lines. We help you choose a family of brands that's easy to promote and merchandise.

Setting up a financial plan

Here's where the experience of the St. Louis staff and the field representative comes in handy. Working with hundreds of stores, they can give you a working financial plan for the most successful operation of your business. Here is a rough example for a store anticipating annual volume of \$100,000.00:

ESTIMATED EXPENSES	
Initial Investment	\$12,500
Working Capital	\$5,000
Operating Expenses - 12	\$1,000
Operating Expenses - 24	\$2,000
Operating Expenses - 36	\$3,000
Operating Expenses - 48	\$4,000
Operating Expenses - 60	\$5,000
Operating Expenses - 72	\$6,000
Operating Expenses - 84	\$7,000
Operating Expenses - 96	\$8,000
Operating Expenses - 108	\$9,000
Operating Expenses - 120	\$10,000
Operating Expenses - 132	\$11,000
Operating Expenses - 144	\$12,000
Operating Expenses - 156	\$13,000
Operating Expenses - 168	\$14,000
Operating Expenses - 180	\$15,000
Operating Expenses - 192	\$16,000
Operating Expenses - 204	\$17,000
Operating Expenses - 216	\$18,000
Operating Expenses - 228	\$19,000
Operating Expenses - 240	\$20,000
Operating Expenses - 252	\$21,000
Operating Expenses - 264	\$22,000
Operating Expenses - 276	\$23,000
Operating Expenses - 288	\$24,000
Operating Expenses - 300	\$25,000
Operating Expenses - 312	\$26,000
Operating Expenses - 324	\$27,000
Operating Expenses - 336	\$28,000
Operating Expenses - 348	\$29,000
Operating Expenses - 360	\$30,000
Operating Expenses - 372	\$31,000
Operating Expenses - 384	\$32,000
Operating Expenses - 396	\$33,000
Operating Expenses - 408	\$34,000
Operating Expenses - 420	\$35,000
Operating Expenses - 432	\$36,000
Operating Expenses - 444	\$37,000
Operating Expenses - 456	\$38,000
Operating Expenses - 468	\$39,000
Operating Expenses - 480	\$40,000
Operating Expenses - 492	\$41,000
Operating Expenses - 504	\$42,000
Operating Expenses - 516	\$43,000
Operating Expenses - 528	\$44,000
Operating Expenses - 540	\$45,000
Operating Expenses - 552	\$46,000
Operating Expenses - 564	\$47,000
Operating Expenses - 576	\$48,000
Operating Expenses - 588	\$49,000
Operating Expenses - 600	\$50,000
Operating Expenses - 612	\$51,000
Operating Expenses - 624	\$52,000
Operating Expenses - 636	\$53,000
Operating Expenses - 648	\$54,000
Operating Expenses - 660	\$55,000
Operating Expenses - 672	\$56,000
Operating Expenses - 684	\$57,000
Operating Expenses - 696	\$58,000
Operating Expenses - 708	\$59,000
Operating Expenses - 720	\$60,000
Operating Expenses - 732	\$61,000
Operating Expenses - 744	\$62,000
Operating Expenses - 756	\$63,000
Operating Expenses - 768	\$64,000
Operating Expenses - 780	\$65,000
Operating Expenses - 792	\$66,000
Operating Expenses - 804	\$67,000
Operating Expenses - 816	\$68,000
Operating Expenses - 828	\$69,000
Operating Expenses - 840	\$70,000
Operating Expenses - 852	\$71,000
Operating Expenses - 864	\$72,000
Operating Expenses - 876	\$73,000
Operating Expenses - 888	\$74,000
Operating Expenses - 900	\$75,000
Operating Expenses - 912	\$76,000
Operating Expenses - 924	\$77,000
Operating Expenses - 936	\$78,000
Operating Expenses - 948	\$79,000
Operating Expenses - 960	\$80,000
Operating Expenses - 972	\$81,000
Operating Expenses - 984	\$82,000
Operating Expenses - 996	\$83,000
Operating Expenses - 1008	\$84,000
Operating Expenses - 1020	\$85,000
Operating Expenses - 1032	\$86,000
Operating Expenses - 1044	\$87,000
Operating Expenses - 1056	\$88,000
Operating Expenses - 1068	\$89,000
Operating Expenses - 1080	\$90,000
Operating Expenses - 1092	\$91,000
Operating Expenses - 1104	\$92,000
Operating Expenses - 1116	\$93,000
Operating Expenses - 1128	\$94,000
Operating Expenses - 1140	\$95,000
Operating Expenses - 1152	\$96,000
Operating Expenses - 1164	\$97,000
Operating Expenses - 1176	\$98,000
Operating Expenses - 1188	\$99,000
Operating Expenses - 1200	\$100,000

Promoting the opening

Now that you're all ready to go, there's just one big thing left to do—fill the house on opening day. Again the Brown Shoe Company's wide experience in opening new stores is called upon to help you plan a successful opening. We help you with an opening day advertising campaign in your newspaper; a direct mail campaign, if appropriate; grand opening displays and in-store promotion ideas. The fieldman in your territory will probably even help you trim your windows. And we'll be right there to help you "sell-strate" on opening day!

626

Answers to important questions you may have

- Is the Brown Franchise Stores Program available to anyone?

Frankly, no. The Program is best fitted for the outstanding dealer prospective dealers in each community. It is not a cure-all for merchandise ills in the retail shoe business. The Program is most successful when it is put into the hands of an honest, ambitious man with a desirable location, adequate capital, retail experience—and a desire to establish his store in the most popular place in his community to buy shoes.

- How much experience should you have?

The successful retailer operating under the Brown Franchise Stores Program should have a good working knowledge of store management, accounting, and record keeping. He should firmly believe that advertising and promotion pay. He should also know buying, fitting, and selling shoes—but still, successful retail experience is an excellent substitute.

- How much capital do you need?

That depends on sales objectives, potential volume, number of lines carried, overhead, etc. You should be able to furnish enough for initial inventory, physical plant, and a reasonable amount of working capital.

You are, of course, entitled to a line of credit based on volume. Under the Brown Franchise Stores Program, you are given normal 30-day terms. Opening stock orders require payment of 1/4 cash in advance, the remainder on regular terms.

Capital should be free and unencumbered. One answer to this problem is to incorporate, making your lenders stockholders.

- Where can you get more information?

If the Brown Franchise Stores Program sounds interesting to you, get in touch with us at the Brown Franchise Stores Division, Brown Shoe Company, 2300 Maryland, St. Louis, Missouri. Send us as much initial information as possible—the type of operation you have or need, a location, the lines you want to carry, your experience, and the amount of capital you have available.

The next move toward BIG PROFITS in the Retail Shoe Business is up to YOU!

Hundreds of shoe retailers have stood at the same crossroads where you stand now.

Over 600 of them decided that the Brown Franchise Stores Program was the best one in the shoe business for independent shoe retailers.

With them, as with you, we did all we could up to this point. We explained the Brown Franchise Stores Program. We pointed out how the retailers operating under this program have become the most prosperous group of shoe retailers in America.

The final decision to join this successful group rested with them. In your case—it's up to you.

628

BFS

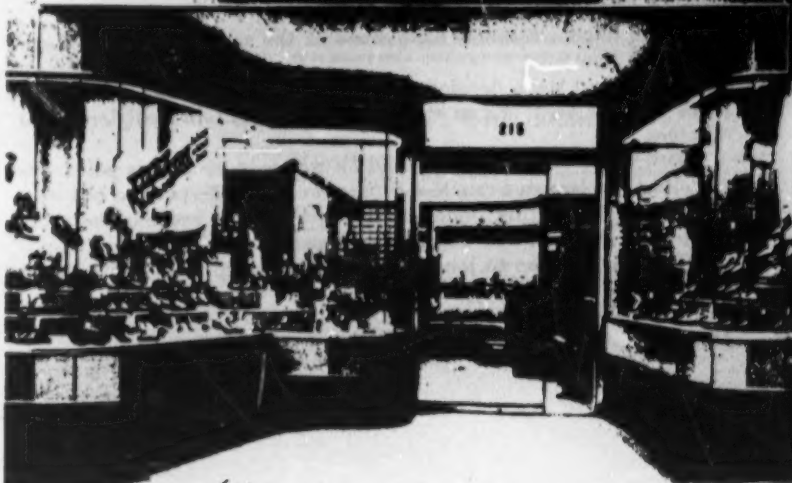
BROWN FRANCHISE
STORES

B & B

Handwritten signature

ESTD 1911

SHOES





THE BROWN SHOE COMPANY

8300 Maryland Ave., St. Louis 24, Missouri

630

BROWN FRANCHISE

A Contrast
48 Buster Brown
Palmer

PETER A. SIKES SHOES.
 CRESTWOOD SHOP. CTR..
 3508 CRESTWOOD BLVD..
 BIRMINGHAM, ALA.
 (A) BB R

SIKES A. BRATTON SHOE CO..
 ROXBURCK SHOPPING CENTER.
 9166 4TH AVE. SO..
 BIRMINGHAM, ALA.
 BB R

BAXTER'S SHOE STORE.
 104 S. THREE NOTCH ST..
 ANDALUSIA, ALA.
 BB R

W. KING HOLT.
 BRENTON, ALA. BB R
 (A)

BAXTER'S SHOE STORE.
 DOTHAN, ALA. BB R

PETERS A. SIKES SHOES.
 2920 SOUTH 18TH ST..
 HOMEWOOD, ALA.
 (A) BB R

DESHIELDS-LARSON SHOES.
 NORMANDALE SHOPPING CENTER.
 354 E. PATTON,
 MONTGOMERY, ALABAMA. R

M. M. DE SHIELDS.
 % ALEX RICE, INC..
 BOX 93.
 MONTGOMERY 1, ALA.

DE SHIELDS & MC LEOD.
 SHOE DEPT. B. % LEON'S.
 116 BROAD ST..
 SELMA, ALA. R

FOOTE SHOES.
 312 MONTGOMERY.
 SHEFFIELD, ALA. R

WAGNER'S SHOE STORE.
 2109 BROAD ST..
 TUSCALOOSA, ALA. BB R
 (A)

DAVID'S SHOES.
 28 N. FIRST ST..
 PHOENIX, ARIZ. BB R

DAVID SHOES PARK CENTRAL.
 32 PARK CENTRAL MALL.
 PHOENIX, ARIZ.
 (A) BB R

MONDAY SHOE STORE.
 BATESVILLE, ARK. BB R

SHERMAN'S SHOES.
 BENTON, ARK. BB

FLOYD A. WHITE & SONS.
 313 W. MAIN ST..
 BLYTHEVILLE, ARK. BB

M. P. WATTS & BROS..
 BUSTER BROWN SHOE DEPT..
 113 ADAMS AVE.. S.E..
 TALLADEGA, ARK. BB R

MONDAY-PO-ELL S.S., INC..
 1101 OAK ST..
 CONWAY, ARK. BB R

COWAN'S SHOE STORE.
 6 EAST CENTER ST..
 FAYETTEVILLE, ARK.

DESERT SHOES.
 608 MAIN ST..

PETERS & SIKES SHOES.
8920 SOUTH 18TH ST..
HOMEROD, ALA.

COVAN'S SHOE STORE,
6 EAST CENTER ST..
FAYETTEVILLE, ARK.

BB R

PATES SHOE STORE,
810 CENTRAL,
HOT SPRINGS, ARK.

BB

JOSEPH FOOTWEAR,
403 S. MAIN,
JONESBORO, ARK.

(A) BB

HALL & MUNDAY SHOE STORE,
414 FRONT ST..
KEEPORT, ARK.

BB

GRANDE'S SHOE STORE,
1406 PARK,
ALAMEDA, CALIF.

BB

CLARK'S CHILDREN'S BOOTERY,
132 E. CENTER,
ARAHAM, CALIF.

(A) BB

DAVID'S SHOES,
28 N. FIRST ST..
PHOENIX, ARIZ.

HORNROCK'S SHOES,
812 'G' ST..
ARGATA, CALIF.

BB

RICARDS BOOTERY,
2029 CHESTER AVE..
BAKERSFIELD, CALIF.

BB R

MC QUEEN'S SHOES,
209 E. MAIN ST..
BARSTOW, CALIF.

(A) BB

RICHARD'S SHOES,
6617 S. ATLANTIC BLVD..
BELL, CALIF.

BB

HODGSON'S SHOE STORE,
2112 SHATTUCK AVE..
BERKELEY 4, CALIF.

BB

HEPPELL'S SHOES,
216 HOBSONWAY,
BLYTHE, CALIF.

BB R

DESERT SHOES,
608 MAIN ST..
BRAWLEY, CALIF.

BB

WELEY'S CANOQA BOOTERY,
21715 SHERMAN WAY,
CANOQA PARK, CALIF.

BB

BURTON'S SHOE STORE,
236 MAIN ST..
CHICO, CALIF.

BB

THE BIRDSONG CO.,
COALINGA, CALIF.

BB

BRILL'S SHOE STORE,
165 N. 8TH ST..
COLTON, CALIF.

BB

RICARDS BOOTERY,
1205 MAIN ST..
DELANO, CALIF.

BB

632

7

CASSIDY'S SHOE STORE.

121 W. 7TH ST..

MANFORD, CALIF.

(A) BB R

7

CASSIDY'S SHOE STORE.

715 WEST BEAN,

715 GARDEN SHOPPING CENTER.

FREMONT, CALIF.

(A) BB R

7

RICHARDS SHOES.

8212 FIRESTONE BLVD..

DOWNEY, CALIF.

(A) BB R

7

RICARDS BOOTERY.

925 BAKER ST..

E. BAKERSFIELD, CALIF.

BB R

7

DESERT SHOES.

548 MAIN ST..

EL CENTRO, CALIF.

BB R

7

HORNBOOK'S SHOE STORE.

JOHN P. MORTON.

517 FIFTH ST..

EUREKA, CALIF.

BB R

7

JOHN A. ROMA IPSEWICH.

FILLMORE BOOTERY.

240 CENTRAL AVE..

FILLMORE, CALIF.

(A) BB

JACKSON'S SHOE STORE.

210 FRANKLIN

ST. BAKERSFIELD, CALIF.

BB R

7

JERRY'S SHOES.

65 PIER ST..

HERNOSA BEACH, CALIF.

(A) BB R

7

BURTON'S SHOE STORE.

1112 FIRST ST..

LIVERMORE, CALIF.

(A) BB R

7

BURTON'S.

LODI, CALIF.

BB R

7

DANIELS & JONES, INC..

2150 VIKING.

LAKEWOOD VILLAGE.

LONG BEACH E. CALIF.

(A) BB

FUMAL SHOES.

430 PINE.

LONG BEACH, CALIF.

7

LISHNETT'S SHOES.

435 SOUTH 'A' ST..

OZMARD, CALIF.

BB

7

GRANDE'S SHOEWEILT S. B..

615 MAIN ST..

MARTINEZ, CALIF.

BB R

7

BARON'S SHOES.

LOS ALTOS PARKING.

FREMONT & SPRINGER RD..

BB

210 FRANKLIN,
LOS ANGELES, CALIF.

126 MILL STREET,
GRAND VALLEY, CALIF.

430 PINE,
LONG BEACH, CALIF.

7
RANCHO SHOES.
LOS ALTOS RANCHO.
7400 & SPRINGER RD..
LOS ALTOS, CALIF. FRED WEIDEMAN
(A) BB R

7
GRANDE'S BROWNBILT S. B..
615 MAIN ST..
MARTINEZ, CALIF. BB R

7
LINNETT'S SHOES.
435 SOUTH "A" ST..
OAKLAND, CALIF. BB R

7
AXELINE FINE SHOES.
4740 WHITTIER BLVD..
LOS ANGELES, CALIF. BB

7
BURTON'S SHOE STORE.
514 D ST..
MARTSVILLE, CALIF. BB R

7
BURTON'S SHOE STORE.
1359 MYERS ST..
OROVILLE, CALIF. BB R

7
KURT'S SHOES.
8326 S. VERNON AVE..
LOS ANGELES 44, CALIF.
(A) BB R

7
HIVELY'S.
525 17TH ST..
MERCED, CALIF. BB R

7
BERDON'S SHOES.
1/2 HERTEL-BARNETT,
250 E. COLORADO BLVD..
PASADENA, CALIF. (A) — R

7
RHEE'S SHOES.
S. GRENBERG & R. RANDOLPH, PROPS..
1504 E. FLORENCE,
LOS ANGELES, CALIF. BB
(A)

7
SANDLERS SHOE STORE.
600 WHITTIER,
MONTESIELLO, CALIF. BB R
(A)

7
HAROLD'S SHOES.
937 MICHILLINDA,
EASTINGS CENTER,
PASADENA, CALIF. (A) BB R

7
WESTWOOD BOOTERY.
10766 WEST PICO BLVD..
LOS ANGELES 94, CALIF. BB R

7
PHILLIPS BOOTERY.
5257 LANKEKSHIM BLVD..
NORTH HOLLYWOOD, CALIF. BB R
(A)

7
DAN'S SHOES.
LINDA MAR SHOPPING CENTER.
1895 LINDA MAR BLVD..
PEDRO VALLEY, CALIF. BB R
(A)

7
FUNDYAN'S LYNNWOOD BOOTERY.
EVA FUNDYAN JR. & MARTHA L. FUNDYAN
11335 LONG BEACH BLVD..
LYNNWOOD, CALIF. BB

7
CHAPMAN'S SHOES.
1431 GRANT AVE..
NOVATO, CALIF. BB R
(A)

7
GRANDE'S SHOES.
518 RAILROAD AVE..
PITTSBURG, CALIF. BB R

634

Commission Exhibit 24A

CASH MERCANTILE STORE CO.,
403 N. MAIN,
PLACENVILLE, CALIF. BB R

CASSIDY SHOE STORE.
403 N. MAIN.
PORTERVILLE, CALIF. BB R
(A)

CARLS SHOES.
347 WALNUT.
RED BLUFF, CALIF. BB R
(A)

BURTON'S BROWNBLT SHOE STORE. 7
1416 MARKET ST.,
REDDING. CALIF. BB R

JERRY'S SHOE STORE.
256 HERMOSA AVE.,
REDONDO BEACH, CALIF. BB R

HAROLD'S SHOE STORE.
18 E. STATE ST.,
FRESNO, CALIF. 7

SMITH'S SHOE STORE.
588 FARMER'S LANE,
MORTONSVILLE, CALIF. 7

Commission Exhibit 24B

REDWOOD BOOTERY.
LAWRENCE & PAT FRANCESCONI,
175 WILWOOD AVE.,
RIO DELL, CALIF. BB R

WINSLER'S SHOE STORE.
3021 MAIN ST.,
RIVERSIDE, CALIF. BB

GREEN-HEYDEN.
BUSTER BROWN SHOE STORE.
923 K ST.,
SACRAMENTO, CA. CALIF. BB R

GREEN-HEYDEN SHOES.
COUNTRY CLUB CENTER,
3416 EL CAMINO AVE.,
SACRAMENTO, CALIF. BB R

R. D. LINNETT,
W. A. L. BROWN & SONS,
320 MAIN ST.,
SALINAS, CALIF. BB R

HOWE'S SHOES.
410 E. ST.,
SAN FRANCISCO, CALIF. 7

GREEN'S SHOES.
716 MAIN ST.,
FRESNOVILLE, CALIF. 7

Commission Exhibit 24C

JAMES SHOE STORE
BANGER, CALIF. BB R
(A)

A. GOLDBERG.
DRA KAIN'S SHOE STORE.
429 W. 6TH ST.,
SAN PEGRO, CALIF. BB
(A)

CHAPMAN'S SHOES.
1336 4TH ST.,
SAN RAFAEL, CALIF. BB R
(A) *as mnd shoe*

SEBASTIAN'S SHOES.
211 W. 4TH ST.,
SANTA ANA, CALIF. BB R

MATCHETTS BROWNBLT S. S.,
1341 THIRD ST.,
SANTA MONICA, CALIF. BB

SMITH'S SHOES.
2217 FOURTH ST.,
SANTA ANA, CALIF. 7

STEVENS BOOTERY.
17230 BATIOOTY.
VAN NUYS, CALIF. 7

bl 51E]

<p>HAROLD'S SHOE STORE. 18 E. STATE ST.. SUNNYVALE, CALIF. B</p> <p>SMITH'S SHOE STORE. 590 FARMER'S LANE. MONTGOMERY VILLAGE. SANTA ROSA, CALIF. (A) BB R</p>	<p>HOWE'S SHOES. 410 E. ST.. SAN FRANCISCO, CALIF. B</p> <p>ORE'S SHOES. 716 MAIN ST.. SUNNYVALE, CALIF. (A) BB R</p>	<p>SMITH'S SHOES. 287 FOURTH ST.. SUNNYVALE, CALIF. B</p> <p>STEVENS BOOTERY. 17250 RATIOOY. VAN NUYS, CALIF. (A) BB R</p>	<p>BUSHEL'S SHOE STORE. 554 E. MAIN ST.. VENTURA, CALIF. BB R</p>	<p>MC QUEEN'S SHOES. GORMAN MC QUEEN. 15584 SEVENTH ST.. VICTORVILLE, CALIF. (A) BB</p>	<p>CASSIDY'S BROWNELT SHOE STORE. 218 W. MAIN ST.. VISALIA, CALIF. BB R</p>	<p>LEE'S SHOES. 1014 W. GARVEY BLVD.. WEST COVINA, CALIF. P.O. COVINA, CALIF. BB R</p>	<p>GLENN'S SHOE STORE. 114 N. GREENLEAF. WHITTIER, CALIF. (A) BB R</p>
<p>LARN'S SHOE STORE. 155 MAIN ST.. BERKELEY, CALIF. BB R</p> <p><i>address changed</i></p> <p>LEON'S SHOES. LEON DORIAN. 1971 HIGH ST.. SELMA, CALIF. BB R</p> <p>(A)</p>	<p>FOOTHILL BOOTERY. 7345 FOOTHILL BLVD.. TOJONGA, CALIF. BB R</p> <p>(A)</p>	<p>CASSIDY'S SHOE STORE. 124 S. K ST.. TULARE, CALIF. BB R</p>	<p>RAYMOND'S. 142 W. MAIN ST.. TULOCK, CALIF. BB R</p> <p>(A)</p>	<p>DAVIS SHOE STORE. RUDER BUILDING. 185 N. STATE ST.. UNION, CALIF. BB R</p> <p>(A)</p>	<p>DIER'S SHOES. 241 SECOND AVE.. UPLAND, CALIF. BB R</p>	<p>WESLEY'S SHOE STORE. 12159 VENTURA BLVD.. STUDIO CITY, CALIF. BB R</p>	<p>GRANDE'S SHOES. PLAZA SHOPPING CENTER. SUNNYVALE, CALIF. BB R</p>
<p>VALLEY SHOE CORP.. DBA PHILLIPS BOOTERY. 8120 SAN FERNANDO RD. 868 SUN VALLEY CALIF. (A) BB R</p>							

636

Commission Exhibit 21 T

JOHNSON FAMILY SHOE STORE.

(A) BB R
510 MAIN ST.,
WILLOWS, CALIF.

B & A BOOTERY, NO. 2.

405 W. NORTHERN AVE.,
PUEBLO, COLO. BB R

BURTON'S SHOE STORE.

510 MAIN ST.,
WOODLAND, CALIF. BB R

B & A SHOE STORE.

520 N. MAIN ST.,
PUEBLO, COLO. BB R

THORNTON'S SHOES, INC..

1139 PEARL ST.,
BOULDER, COLO. BB R

RAMSEY'S SHOES.

(A) BB R
1406 N. HANCOCK,
GOLF CLUB ACRES,
COLORADO SPRINGS, COLO.

WHITE'S SHOES, P.E. TESTITON, PROP.

527 MAIN ST.,
GRAND JUNCTION, COLO. BB R

RANDALL'S SHOE STORE.

GEELEY, COLO. BB R

MC COT'S SHOES, INC..

Commission Exhibit 21 I

B & A BOOTERY, NO. 2.

405 W. NORTHERN AVE.,
PUEBLO, COLO. BB R

SPRAKES BROWN BILT S. S..

318 CENTER ST.,
WALLINGFORD, CONN. R
(BB)

ETTERER'S SHOE STORE.

207 LOCKMAN ST.,
DOVER, DEL. BB R
(A)

PILNICK'S SHOE STORE.

48 E. MAIN ST.,
NEWARK, DEL. BB R

CARL COBIN, INC..

834 MARKET ST.,
WILMINGTON, DELAWARE
(A) BB

SAM SCHATTZMAN SHOE DEPT. NO. 2.

9 BELK BAYTER,
321 BIRD ROAD,
CORAL GABLES, FLA.

GATNER'S SHOE STORE.

BROAD ST.,
RAINIERIDGE, GA.

Commission Exhibit 25 V

PRAGUE SHOE CO., INC..

518 CENTER ST.,
NEW LONDON, CONN. R
(BB)

3
RANDALL'S SHOE STORE,
GREELEY, COLO.
BB R

150 ORANGE ST.,
NEW HAVEN CONN.
BB (BB) R

W. BELK SAWYER,
5741 BIRD ROAD,
CORAL GABLES, FLA.

3
SAWYER'S SHOE STORE,
BROAD ST.,
SAINTEBRIDGE, GA.
BB R

3
MR. SAMUEL SCHATZMAN,
% BELK'S DISCOUNT PLAZA SHOP-CTR.,
BISCAYNE BLVD AT 79TH ST.,
MIAMI, FLA. BB R
A

3
GIBSON CATES SHOE STORE,
12 W. MAGNOLIA,
OCALA, FLA. BB
(A)

3
UTSEY'S,
1984 SAN MARCO BLVD.,
JACKSONVILLE, FLA.
(A) BB R

3
UTSEY'S,
331 HOGAN ST., 216 W 40th St
JACKSONVILLE, FLA.
(A) BB R

3
UTSEY'S,
5575 ST. JOHNS AVE.,
JACKSONVILLE, FLA.
(A) BB R

3
UTSEY'S,
% LEISURE'S DEPT. STORE,
770 W. EDGEWOOD,
JACKSONVILLE, FLA.
BB R

3
SNYDER'S SHOE STORE, INC.,
117 S. KENTUCKY,
LAKELAND, FLA.
W BB R

3
KNIGHT & HENDLEY SHOES, INC.,
% WILLIAM HENRY'S DEPT. STORE,
CENTRAL PLAZA SHOPPING CENTER,
ST. PETERSBURG, FLA.
(A) BB R

3
STRICKLANDS BROWNBLT S. S.,
115 E. COLLEGE ST.,
TALLAHASSEE, FLA. BB R

3
FARMERS BROWNBLT SHOE STORE,
515 ZACK ST.,
TAMPA, FLA. BB R

4
BURGESS' SHOE STORE,
29 PUBLIC SQUARE,
CARTERSVILLE, GA.
(A) BB R

4
SMITH'S SHOE STORE,
237 W. HAMILTON ST.,
DALTON, GA. BB

3
WASON'S,
MORTON M. FRIEDMAN, PROF.,
DOUGLAS, GA. BB

4
CLEVELAND SHOES INC.,
ELBERTON, GA. BB R

4
BUSTER BROWN SHOE STORE,
123 S. HILL ST.,
GRIFFIN, GA. BB R

638

POPLIN'S CENTRAL SHOES.
1 SOUTH MAIN ST..
315 BROAD ST..
MOORE, GA. BB R

WINKOVITZ SHOE DEPT..
1 SOUTH MAIN ST..
CHATEAUBOIS, GA.
AM BB

WILSON'S.
DEPT. NO-8.
1257 OVERLAND.
DUNSTON, IDAHO BB R

POWELL'S SHOE STORE.
407 SHERMAN AVE..
COEUR D'ALENE, IDAHO.
BB

WILSON'S, INC..
477 PARK AVE..
IDAHO FALLS, IDAHO.
BB R

GREYSON'S SHOES.
220 MAIN ST..
LEWISTON, IDAHO.

WILSON'S, INC..
165 SOUTH MAIN.
POCAHONTO, IDAHO BB R.

ASHLINER'S SHOE CO..
MISSOULA, IDAHO BB

HUDSON'S SHOE STORE.
200-MAIN AVE., S..
TWIN FALLS, IDAHO. BB R

PAULS BROWNBLT SHOE STORE.
121 W. THIRD ST..
ALTON, ILL. BB R

S & M SHOE STORE.
15 N. BROADWAY.
ALTON, ILL. BB

WICK'S BUILT-SHOE STORE.
422 STATE ST..
ALTON, ILL. BB R

BROWN'S SHOE STORE.
EAST SIDE SQUARE.
CARLINVILLE, ILL. BB R

BUTTON'S SHOE STORE.
CARMI, ILL. BB R

MC COY'S LIDEST SHOES, INC..
116 S. LOCUST.
CENTRALIA, ILL. BB R

INTARTS BROWNBLT SHOE STORE.
603 MONROE ST..
CHARLESTON, ILL. BB R

DONAT SHOES.
3945 W. 26TH ST..
CHICAGO, ILL. BB

GEORGE'S SHOES.
11317 S. MICHIGAN.
CHICAGO 28, ILL. BB

SCHOEN'S SHOE STORE.
614 BROADWAY.

DAVID'S SHOES.
411 LA SALLE ST..

HOELLEY'S SHOE STORE,
1936 IRVING PARK RD.,
CHICAGO 13, ILL. BB R

J. H. KNIPPEN,
% RUBY'S,
149 N. YORK,
ELMHURST, ILL. BB R
(A)

NIEBUR BROWNBLT SHOE STORE,
1313 10TH ST.,
GRANITE CITY, ILL. BB R

POLK SHOE STORE,
10 E. LOCUST ST.,
HARRISBURG, ILL. BB

THRASHER'S BROWNBLT S. S.,
211 E. MAIN ST.,
HOOPERSTON, ILL. BB R

SMITH'S SMART SHOES,
LANSHING, ILL. BB R

SCHOENS SHOE STORE,
614 BROADWAY,
LINCOLN, ILL. BB R

FRED SMITH SHOES,
1526 BROADWAY,
MATTOON, ILL. BB R

SIXON'S SHOE STORE,
129 BROADWAY,
MELROSE PARK, ILL. BB

FOXELSON'S BROWNBLT S. S.,
506-16TH ST.,
MOLINE, ILL. BB R

MUSGROVE SHOE STORE,
916 MAIN ST.,
MOUNT VERNON, ILL. BB

FAMOUS SHOE STORE,
1302 WALNUT,
MEMPHISBORO, ILL. BB R

DAVID'S SHOES,
611 LA SALLE ST.,
OTTAWA, ILL. BB

MC COY'S LARGEST SHOES, INC.,
124 N. MAIN ST.,
PARIS, ILL. BB R

CUSHMAN SHOES,
112 S. PROSPECT ST.,
PARK RIDGE, ILL. BB R

S & W SHOE STORE,
107 W. MADISON ST.,
PORTLAND, ILL. BB R

MC COY'S SHOES INC.,
W. SIDE SQ.,
ROBINSON, ILL. BB R

BASSLER'S SHOES,
325 LINCOLN HIGHWAY,
ROCKFORD, ILL. BB R

<p> MC COY'S-ICHEST SHOES, INC., 3 SALEN, ILL. BB R </p>	<p> NASHUSSEN SHOES, 3 910 ELM ST., WINNETKA, ILL. BB </p>	<p> BEN BECKER EVANSVILLE, INC., 3 325 MAIN ST., EVANSVILLE, IND. BB R </p>
<p> IMVARTS BROWNBLT SHOE STORE, 3 115 E. MAIN ST., SHELBYVILLE, ILL. BB R </p>	<p> B & S SHOES, 3 1509 I ST., BEDFORD, IND. BB </p>	<p> KATZ'S SHOE STORE, 3 SOUTHGATE PLAZA, FT. WAYNE, IND. BB </p>
<p> DI PLOTTI'S SHOE STORE, 3 107 W. MAIN, TAYLORVILLE, ILL. BB R </p>	<p> HAYLICH & MORRISSEY, 3 211 W. MARKET, BLUFFTON, IND. BB R </p>	<p> KATZ, 3 1237 E. STATE, FT. WAYNE, IND. BB </p>
<p> WATKINS SHOE STORE, 3 W. A. MUELLER, 108 E. WALNUT ST., WATKINS, ILL. BB R </p>	<p> MILLER'S SHOES, 3 203 E. MAIN ST., CRANFORDSVILLE, IND. BB R </p>	<p> VILLAGE SHOES, 3 4343 S. ANTHONY, FORT WAYNE, IND. BB </p>
<p> MASTERS SHOE CO., 3 22 W. GENESEE ST., WADSWORTH, ILL. BB R </p>	<p> PARAMOUNT SHOE STORE, 3 117 W. JOLIET, CROWN POINT, IND. BB R </p>	<p> KENT'S SHOES, 3 5 N. JACKSON ST., FRANKFORT, IND. BB </p>
<p> KRIEGER'S SHOES, 3 125 E. MAIN ST., WATKINS, ILL. BB R </p>	<p> HAYLICH & MORRISSEY S.-B.-S., 4 125 E. SECOND ST., BLUFFTON, IND. BB R </p>	<p> LAWAN SHOE CO., 3 125 E. MAIN ST., FRANKLIN, IND. BB R </p>
<p> B & B SHOES, 3 20 E. WASHINGTON, </p>	<p> KENNEDY'S SHOE STORE, 3 15 W. MAIN, </p>	<p> STEIN'S SHOES, 3 134-136 E. MARKET, </p>

LAWAN SHOE CO., ST.,
122 E. SECOND ST.,
PORTLAND, IND. BB

HAPLICH & MORRISSEY B.B.S.S., 4
122 E. SECOND ST.,
PORTLAND, IND. BB

KRIFFEN'S SHOES,
145 NORTH HALE ST.,
PORTLAND, IND. BB

STEIN'S SHOES,
134-136 E. MARKET,
NEW ALBANY, IND. BB

KENNEDY'S SHOE STORE,
15 N. MAIN,
LINTON, IND. BB

B & B SHOES,
20 E. WASHINGTON,
GREEN CASTLE, IND. BB

B & B SHOES,
1332 BROAD ST.,
NEW CASTLE, IND. BB

COMBS SHOE STORE,
407 BROADWAY,
LOGANSPORT, IND. BB

MERRIMAN'S SHOES,
105 E. MAIN ST.,
GREENSBURG, IND. BB

COMBS SHOE STORE,
122 N. MERIDIAN ST.,
PORTLAND, IND. BB

B & B SHOES,
1219 WEST ST.,
N.W. STATION,
MADISON, IND. BB

DICK'S BOOTERY,
114 N. BROAD ST.,
GRIFFITH, IND. BB

EVERLY'S SHOE STORE,
925 MAIN ST.,
RICHMOND, IND. BB

SCHULTZ BROS.,
216 E. MAIN ST.,
MADISON, IND. BB

BROWN & ROSE SHOES,
323 N. JEFFERSON,
HURTINGTON, IND. BB

TAYLOR'S SHOE STORE,
725 MAIN ST.,
ROCHESTER, IND. BB

ALEXANDER'S SHOE STORE,
95 E. WASHINGTON ST.,
MARTINSVILLE, IND. BB

B & B SHOE CORP.,
218 N. MAIN ST.,
KOKOMO, IND. BB

KENTS BUSTER BROWN S.S.,
227 N. MAIN ST.,
RUSHVILLE, IND. BB

FALL CITY SHOE CORP.,
319 PEARL ST.,
NEW ALBANY, IND.

APPLE SHOE STORE,
107 W. MAIN,
LEBANON, IND. BB

642

Continued from Folio 58D

B & W SHOE CO., INC.,
204 W. SECOND ST.,
SEYMOUR, IND. BB R

HUB SHOE STORE,
101 S. HARRISON,
SHELBYVILLE, IND. BB R

KENNEDY'S SHOE STORE,
SULLIVAN, IND BB

PARAMOUNT SHOE STORE,
65 S. FRANKLIN,
VALPARAISO, IND. BB R

R & H SHOE STORE,
205 MAIN ST.,
VINCENNES, IND BB

WALKER'S SHOE STORE,
48 W. GARY ST.,
VINCENNES, IND. BB

COB'S SHOE STORE,
109 S. MAIN ST.,
WINCHESTER, IND. BB R

SHULTS BROWN BILT SHOE STORE,
16 E. STATE ST.,
ALGONA, IOWA. BB R

ECONOMY SHOE STORE,
186 MAIN ST.,
ANAMOSA, IOWA.
(A) BB

D.B. MILLER CO.,
W. GRAMMERS,
208-10 2ND AVE., S.E.,
CEDAR RAPIDS, IOWA
(A) BB

BROWN BILT SHOE STORE,
106 E. SECOND ST.,
DAVENPORT, IOWA. BB

ESTHERVILLE SHOE STORE,
ESTHERVILLE, IOWA. BB R

DENNIS SHOWN BILT SHOE STORE,
128 W. THIRD ST.,
DAVENPORT, IOWA. BB

EITMAN SHOE STORE,
723 AVENUE G., IOWA.
FT. MADISON, IOWA.
(A) BB R

STRAND'S SHOE STORE,
901 MAIN ST.,
GRINNELL, IOWA.
(A) BB R

VOLLVAR & PETERSON SHOE STORE,
824 CENTRAL AVE.,
HAWARDEN, IOWA.
BB

VOLLVAR'S BROWN BILT SHOE STORE,
18 CENTRAL AVE.,
LE MAR, IOWA BB R

BECKER'S SHOE STORE,
MANCHESTER, IOWA.
BB R

BLISSMOP'S SHOE STORE,
MANCHESTER, IOWA.

WARD'S BOOTERY,
MANCHESTER, IOWA.

WARE'S SHOE STORE.
48 W. GAMBEL ST.,
WALTON, IOWA.

ESTHERVILLE SHOE STORE.
ESTHERVILLE, IOWA.

WARE'S SHOE STORE.
48 W. GAMBEL ST.,
WALTON, IOWA.

WARD'S BOOTERY.
119 E. MAIN ST.,
CHAMPE, KANS.

DENNY'S BROOKBILT SHOE STORE.
128 W. THIRD ST.,
TAMA, IOWA.

BROWN BILT SHOE STORE.
W. C. HUTCHINSON,
225 E. 2ND,
MUSCATINE, IOWA.

LLOYD'S GREAT BEND SHOES, INC.,
1431 MAIN,
GREAT BEND, KANSAS.

DOUG'S SHOES,
105 E. BREMER,
WAVERLY, IOWA.

BOB'S SHOES,
16 S. FREDERICK AVE.,
OELWEIN, IOWA.

O.K. BAKER SHOES.
1109 MAIN ST.,
HAYS, KANSAS.

HALVERSON'S SHOE STORE,
602 SECOND ST.,
WEBSTER CITY, IOWA.

B & N SHOES.
OHAWA, IOWA.

HUTCHINSON BOOTERY, INC.,
19 N. MAIN ST.,
HUTCHINSON, KANS.

WAGGONER'S,
113 GRAND,
W. DES MOINES, IOWA.

STEWART'S BOOTERY,
OSKALOOSA, IOWA.

FROELICH'S SHOE STORE,
706 N. WASHINGTON,
JUNCTION CITY, KANS.

FROELICH'S SHOES,
227 S. SUMMIT,
ARKANSAS CITY, KANS.

PELLA BOOTERY,
707 FRANKLIN,
PELLA, IOWA.

BACON SHOE STORE,
416 DELAWARE ST.,
LEAVENWORTH, KANSAS.

HILLIGOSS SHOES,
802 COMERCIAL ST.,
ATCHISON, KANSAS.

STONE SHOE STORE,
316 GRAND,
SPENCER, IOWA.